



An Energy Efficiency Workshop & Exposition

Kansas City, Missouri

Selling Your Ideas to the Powers That Be

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- Know who the “powers” are
- Establish credibility
- Make your idea a winner
- Make the stakeholders proponents
- Build a clear case
- Be an action agent
- Follow through



Know Who the “Powers” Are

- Know who has to approve your idea
 - The easy part -
 - May be the Admiral, the Captain, the Energy Management Team, other authority
 - Who has the authority and the money?
- Know who can kill it
 - Harder – anyone in chain of command, the customer, the Maintenance Manager
- Know who can make it fail
 - Hardest – anyone who touches the project, e.g.,
 - 3rd shift operator
 - Maintenance mechanic



Establish Credibility

- Build “track record” of successful projects
- Build reputation:
 - Integrity
 - Practicality
- Be a team player
 - Listen to others
 - Incorporate concerns into your ideas
 - Share credit with others
- Share benefits of your projects with stakeholders
 - Cost savings & rebates
 - Operational improvements
 - Reduced budget pressures



Make Your Idea a Winner

- **Make sure your idea is solid**
 - Practical – will work in real world
 - Cost effective – good economics
 - Offers real benefits:
 - Energy & cost savings
 - Operational improvements
 - Other efficiencies
- **Make your idea a “win – win” for all concerned:**
 - Generate cost savings
 - Improve O&M
 - Provide better controls
 - Enhance mission capability

Build Consensus

- Build consensus among stakeholders before you submit idea
 - Involve all the stakeholders in the process
 - Maintenance managers & mechanics
 - Operators
 - Customers, building occupants
 - Make sure everyone buys into idea
 - Make it “our” idea
- Make the stakeholders proponents of the idea
- ***Get the proponents to sell the idea for you!***



Build a Clear Case

- Know your facts
- Do the staff work
 - Economic analysis
 - Project/idea write-up
 - Proper documentation
- Anticipate concerns & address them
 - Cost
 - Mission impact
 - Commitment of resources
 - Impact on employee health, safety & morale
- Make cogent, articulate presentation



Be an Action Agent

- Be the one who carries approved ideas through to completion
 - Foresee & overcome obstacles
 - Be proactive in helping to implement idea
 - Do what needs to be done to speed the process
 - E.g., if it is going to take a while to write a policy statement, volunteer to write the 1st draft.
 - Keep things moving – take things from desk to desk, follow up on schedules, due dates, etc.
 - Don't let up until satisfactory completion



Follow Through

- Make sure the project/idea works!
- If not, find out why and fix the problem
- If yes, share project/idea with others
- Get feedback from stakeholders for future projects/ideas
- Provide recognition to stakeholders